



# BPI NOVEMBER 2016

Financial Planning | Standard/Interstitial | Nov - Dec '16

## CAMPAIGN OBJECTIVES

- Increase awareness of BPI Pamana Padala in Philippines

## OUR SOLUTIONS

- Geo-fences around and nearby locations of Remittance Centers or branches (POEA, DFA, Embassies) Philippines Areas to target overseas Filipino workers.
- We used standard and interstitial banners to increase awareness effectively of the product

## RESULTS

- **Overall the campaign achieved more than 1.9 million views**
- **In total, the campaign got more than 49000 clicks**
- **And an overall CTR of 2.5% which is 3X higher than average industry**

Philippines

